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FOR IMMEDIATE RELEASE

Government grants \$2.7M to tech industry's digital micro-skills marketplace – Skill Finder

- Reskilling and upskilling an imperative as 1M+ Australians' JobKeeper benefits ceased 28 March
- Balance Internet recipient of grant to be invested in platform enhancement, new courses and career paths

SYDNEY, Australia — March 30, 2021 — [Skill Finder](#), the digital micro-skills marketplace developed by the Australian technology industry, has received a \$2.7 million grant from the Australian Government. This grant will help to further develop the platform to enable Australian workers and businesses impacted by COVID-19 to acquire in-demand, immediately applicable digital micro-skills for free.

Led by Adobe, [Skill Finder](#) was developed in response to a call for action from Minister for Industry, Science and Technology Karen Andrews. The 'proof of concept' platform was launched in October 2020 supported by Australian tech leaders Atlassian, Canva, MYOB and Xero, as well as global vendors Adobe, AWS, Google, IBM, LinkedIn, Microsoft, Salesforce and Twitter.

Following a successful proof-of-concept, the \$2.7M grant will be used to move Skill Finder into the next phase of production to drive growth. This includes optimising the user experience, building out new features and functionality, adding more courses and categories, and connecting people upskilling and reskilling to job boards.

Minister Andrews said, "Digital skills have proven invaluable during the COVID-19 pandemic and will only become more relevant and useful as we continue to recover and for the future. We need to make sure Australians have the skills they need to take advantage of the jobs that industry will create.

"The broad selection of courses on offer through Skill Finder are what Australia needs to drive digital transformation and innovation, ultimately delivering growth and jobs."

The expansion is already well underway. At launch there were 700 courses available from 12 different providers. Today there are more than 1,100 courses from 24 different providers. New course providers include Apple, Accenture, Cisco, Facebook, SAP, VMWare, TAFE NSW, Mongo DB, The Trade Desk Academy, Udemy and Be Connected, an Australian government initiative committed to increasing the confidence, skills and online safety of older Australians. All courses on [Skill Finder](#) remain free of charge.

The grant will also be used to raise public awareness of the platform and to encourage more Australians to visit Skill Finder to learn highly sought after digital skills that can aid employment or reemployment. Since launching in October last year, the proof-of-concept has had more than 40,000+ unique visitors and has upskilled approximately 5,000 people. The aim is to have 500,000+ unique visitors to the site by the end of the year.

Skill Finder was built free-of-charge by Melbourne company, Balance Internet. It was built on Adobe's technology and Amazon Web Services provided cloud hosting services free of charge. Other technology companies continue to contribute micro-courses and resources to help enhance the platform. Balance Internet continues to be the custodian of the platform's development with continued support from partners.

James Horne, CEO of Balance Internet said, "While Skill Finder is a marketplace for digital skills, the end goal of this project has always been to get people into jobs. To help with that, we are looking to build career pathways that will help guide citizens into specific digital jobs and professions. We want SkillFinder.com.au to help Australians improve their employment prospects now and in the future."

Suzanne Steele, Adobe Managing Director for Australia and New Zealand said, "Australia is leading the world with Skill Finder, showcasing how the public and private sector can work together to deliver valuable digital government solutions for citizens. Since launch, we've been approached by a number of countries looking to replicate Skill Finder for their citizens. We are looking forward to working with other governments and technology communities around the world, helping them to arm their workforce with the digital skills of the future."

Australians can access hundreds of free courses at <http://www.skillfinder.com.au/>

About Skill Finder

Skill Finder is committed to connecting the Australian workforce, small and medium businesses to new learning opportunities. A centralised marketplace, Skill Finder is powered by the world's top technology platforms and software providers. With hundreds of online courses, the platform provides an opportunity for every Australian to up-level their knowledge with transferable and useful micro-skills, so they are prepared for an unpredictable future where agility and adaptability is key.

What is a Micro-skill?

Skill Finder focuses on the individual micro-skills that sit within and around degree qualifications, vocational training, short courses and micro-credentials. Micro-skills are designed and delivered by the technology companies that have built the platforms and software the skills apply to, in order to be delivered quickly and easily. They are designed to be immediately executable skills.

About Balance Internet

Australian-based company, Balance Internet, are experts in digital ecommerce. We partner with some of Asia Pacific's leading brands, government agencies, educational institutions and corporations to deliver innovative and transformative digital experiences. In March 2021, Balance Internet became part of Publicis Groupe, a global leader in communication. For more information visit www.balanceinternet.com.au.